

1. Title: Support for Climate Change and Water Program -- Outreach and Communications

2. Period of Performance: Date of approval until February 28, 2013

3. Work Assignment Manager:

Karen Metchis
Office of Water, Water Policy Staff
Mail Code 4101M
1200 Pennsylvania Avenue N.W.
Washington, DC 20460
Office: (202) 564-0734
E-mail: Metchis.Karen@epa.gov

4. Alternate Work Assignment Manager:

Joel Corona, Ph.D.
Office of Water, Water Policy Staff
Mail Code 4101M
1200 Pennsylvania Avenue N.W.
Washington, DC 20460
Office: (202) 564-0006
E-mail: Corona.Joel@epa.gov

5. Quality Assurance:

The tasks in this work assignment do not require environmental measurements. Consistent with the Agency's quality assurance (QA) requirements, the contractor does not need to supplement the programmatic quality assurance project plan (PQAPP).

6. Background:

This Work Assignment provides support for the *National Water Program 2012 Climate Change Strategy*.

In 2007, EPA Office of Water formed the National Water Program (NWP) Climate Change Workgroup (the Workgroup) comprised of EPA HQ and Regional program managers and staff. The National Water Program: Response to Climate Change Strategy, published September 2008 represents the NWP's initial effort to understand the implications of climate change for clean water and drinking water programs. It sets out a range of key actions that the NWP intended to take, organized around 5 goals (Mitigation, Adaptation, Education, Research, and Management), and the presentation of the Strategy and its implementation is similarly organized on the current OW Climate Website. The Workgroup has now developed a draft revised Strategy for 2012 and beyond (2012 Strategy) that marks a major shift in how the NWP plans for and communicates its efforts to adapt water programs to a changing climate.

In preparation for the roll-out of the *2012 Strategy*, the Office of Water is seeking technical

support for communicating the content of the *2012 Strategy* through a re-structured web format. The revised format will support the NWP's ability to transfer information on the impacts of climate change on water resources and convey the work described in the OW climate strategy to EPA HQ and Regions, other federal agencies, and the public.

The support requested shall include electronic layout and design; incorporation of text, graphics, and multi-media visual aids; as well as electronic document design and production.

7. Description of Tasks

This work assignment requires contract services to support the rollout of the *2012 NWP Climate Strategy*.

Per section 3.6 Support for Technical and Public Outreach Activities—The Office of Water requires technical support for public education and technical transfer of information related to program activities. Specifically, OW Water Policy Staff (OW/WPS) need support with formatting and producing the NWP Climate Strategy, and for re-structuring the website to support communication and presentation of the content and implementation of the revised NWP *2012 Climate Strategy*.

The WAM shall provide to the contractor: the draft *2012 Climate Strategy*; access to OW's Common Spot Content Management System (CMS); and access to the content to be restructured in conformity with *2012 Strategy* for improved information transfer to the intended audiences (content currently located at:

<http://www.epa.gov/water/climatechange/strategy.html>).

All web deliverables shall be in accordance with EPA policies and requirements on formatting, web content, and 508 compliance, available at: <http://epa.gov/epafiles/>.

Task 1.0: Develop Work Plan

The contractor shall prepare a detailed work plan and budget for the accomplishment of the indicated tasks in accordance with the clause Work Assignments (EPAAR 1552.211-74). The work plan shall include a description of: (a) proposed staff; (b) the number of hours and labor classifications proposed for each task, to include both prime contractor and subcontractor labor; and (c) a list of deliverables, with due dates and schedule for deliverables. The workplan shall describe the contractor's procedure for meeting QA/QC requirements for work performed under this work assignment. The work plan shall be due within 21 calendar days from the date of issuance of this work assignment. The contractor shall also submit monthly progress and financial reports pursuant to the contract.

Task 2.0 Hard Copy Formatting

The contractor shall refine the template for the hard-copy design of the 2012 NWP Climate Strategy. This requires two versions. Both versions shall have a look and feel consistent with the updated website that is part of the overall communication strategy of the 2012 NWP Climate Strategy.

Task 2.1 Public Comment Draft: The first version is a basic format for the public comment version of the Strategy. This format shall be produced in Microsoft Word and

converted to pdf, retaining basic design elements of the final strategy, and that can be downloaded and printed in whole or part from the internet or distributed via email.

Task 2.1 Final Strategy: The second version is for the final Strategy. This version shall be produced in desk-top publishing software, and shall be in a format such as pdf that can be downloaded and printed in whole or part from the internet or distributed via email. The document shall comply with all Agency 508 requirements.

Task 3.0 Electronic Formatting

The contractor shall continue to develop elements of the updated website to convey content of the 2012 NWP Climate Strategy.

Task 3.1 Completion of Strategy Formatting: The contractor shall develop on-line formatting of the NWP Climate Strategy in accordance with the agreed-upon design under the Option Year 2 PWS. The design template will be provided by the WAM along with this PWS.

Task 3.2 Completion of Website Reconstruction: The contractor shall complete website reconstruction and posting of materials to the site as requested under technical direction of the WAM. All elements must comply with all Agency 508 requirements unless specifically waived in writing by the WAM. Specifically, the contractor shall

- post text and live links to the home page banner, to be provided by the WAM;
- build a simple format for listing E-Newsletter Archive contents that can be readily edited and maintained by EPA staff with no knowledge of HTML;
- reformat the calendar so it can be readily edited and maintained by EPA staff with no knowledge of HTML; and
- review and revise any other elements that are likely to be difficult for staff with no HTML knowledge to maintain. Elements that cannot be readily maintained should be noted and discussed with the WAM.

Task 3.3: Technical Support and Updates: The contractor shall provide ongoing support for fixing or updating web site design elements. Specific elements will be requested via written technical direction from the EPA WAM and copied to the EPA CO. Should a level of effort in excess of the approved workplan be required, an amendment to this PWS will be submitted.

Deliverables and Schedule:

Task	Due Dates
1.0 Workplan	21 days after receipt of the work assignment.
2.1 Public Comment Draft – Hard Copy Formatting	Draft within 7 days from receipt of electronic file of draft document; Final within 5 days of receipt of WAM comment.

2.2 Final Strategy – Hard Copy Formatting	Draft within 14 days from receipt of electronic file of final document; Final within 7 days of receipt of WAM comment.
3.1 Final Strategy- Web Site Formatting	Mock-up within 7 days from receipt of electronic file of final document; Live within 5 days of receipt of WAM comment
3.2 Web Site Reconstruction and Posting	Within 5 days of receipt of Technical Direction from WAM
3.3 Technical Support and Updates	Within five days of receipt of Technical Direction from WAM.

8. General Work Assignment Requirements

A. Contractor Requirements: The Contractor shall provide electronic copies of the monthly progress reports to the EPA Work Assignment Manager (WAM), the Project Officer and the Contracting Officer. Each progress report shall describe the technical progress and expenditures for the same time period as the corresponding invoice. The reports shall list by task the amount of work completed, and shall include a table of hours expended by personnel for each task. The monthly progress reports shall also identify any problems or difficulties encountered.

The Contractor shall submit drafts of all deliverables to the EPA Work Assignment Manager (WAM) for review, prior to submission of the final product. The Contractor shall incorporate all EPA WAM comments into the final deliverables, unless otherwise agreed to by the EPA WAM. The Contractor shall adhere to all applicable EPA management control procedures as implemented by the EPA Contracting Officer, the Project Officer, and the WAM.

B. Compliance with Section 508 Requirements: Section 508 of the Rehabilitation Act mandates that all Federal departments and agencies make electronic and information technology accessible to individuals with disabilities. This includes all individuals with disabilities wishing to access Federal information. EPA is committed to making every possible effort to ensure that all electronic and information technology developed, procured, maintained, or used by EPA is accessible to all persons with disabilities. Consequently, according to the contract clause "EPAAR 1552.2119-79: Compliance with EPA Policies for Information Resources Management", all deliverables submitted by the Contractor shall be compliant with the Section 508 requirements.

C. Identification as Contracting Staff: To avoid the perception that Contractor personnel are EPA employees, all Contractor personnel shall be clearly identified as independent contractors of EPA when participating in events with any outside parties or the public. When speaking with the public, the Contractor shall refer all interpretations of policy to the EPA WAM.

D. Travel: No travel is required under this work assignment.